

## JOB DESCRIPTION



**Title:** Digital Marketing Intern

**Reports to:** Coordinator, Marketing

**Department:** Marketing & Communications

### 1. POSITION OVERVIEW

Spence-Chapin Services to Families and Children is looking for a student to join our team as an Intern in Marketing & Communications. The Marketing Intern is responsible for contributing to marketing campaigns including social media posts like Tik Toks and email mailing list management.

Working in close collaboration with the Marketing team, the Marketing Intern will contribute to marketing campaigns to promote Spence-Chapin branding, program services, and events.

This role offers an opportunity to bring Spence-Chapin's mission to a broader community and to gain experience in non-profit marketing. The Marketing Intern role will involve marketing campaigns, social media, digital advertising, copywriting, and/or project management. Experience in these areas would be ideal, but we will provide mentorship in these areas.

The ideal applicant is a student in a bachelor's or master's program, ideally in marketing, who is excited about the Spence-Chapin mission and ready to contribute in many ways.

This internship is unpaid.

### KEY PERFORMANCE INDICATORS

- Create engaging, sharable content such as social media posts, articles, videos, & e-blasts
- Grow followers and identify influencers and trends in the industry
- Research and recommend optimizations within email marketing platforms
- Assist in creating reports and communicating information from digital marketing data
- Maintain and clean up digital assets across multiple platforms
- Work with Marketing Coordinator and with marketing and design team, Development Department, and Program staff to advance Spence-Chapin's marketing goals
- Perform any other department or agency-related duties or special projects as directed by supervisor.

### 1. EDUCATION & EXPERIENCE

- Studying for bachelor's degree, preferably in area of communications or marketing.

- Experience promoting not-for-profit services (e.g., social services, humanitarian aid, education) and/or working for a non-profit organization strongly preferred.

1. **TECHNICAL SKILLS**

- Expertise in social media such as TikTok, Instagram, and Facebook
- Expertise in digital advertising and digital analytics management
- Knowledge of Adobe Suite, including InDesign, Photoshop, and Illustrator
- Knowledge of WordPress, MailChimp and similar email platforms
- Proficiency in Microsoft Suite products (Word, Excel, Outlook) required.

1. **KEY COMPETENCIES**

- Up to date and knowledgeable on current marketing trends and strategies
- Excellent writing skills: ability to create and edit persuasive copy for diverse audiences.
- Strong project management skills: effective organization, budget management, administration, and communication skills.
- Experience managing complex projects: able to multitask, set and balance priorities, follow through on multiple projects to efficiently meet goals and deadlines.
- Ability to work independently and collaboratively.
- Ability to be flexible and adaptable to tasks.

**This job description is not intended to detail every aspect of your job or list every task you may perform. It is provided as a general overview of the responsibilities and skills required to do this job successfully.**

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